PHILIP MORRIS
U.S.A.
120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

B. Trach

December 6, 1991

Ms. Shelly Town
Account Executive
Baker Spielvogel Bates, Inc.
The Chrysler Building
405 Lexington Avenue
New York, NY 10174

Dear Shelly:

As we have discussed, we have made several changes to Parliament's car sweepstakes promotion. The following information will outline the promotion and provide POS numbers and a timetable. A creative brief is attached for review. We must adhere to the timetable to meet our deadlines.

Promotion

Parliament will field a 2-pack with key chain promotion with an overlay of a car sweepstakes. As we are still awaiting a final approval from Mazda (or an alternative car manufacturer), we need to move ahead with creative.

ELEMENT	STATUS	DUE TO PM	FINAL A&K
Packaging (POS 62435)	We are currently resourcing key chains We will provide a prototype ASAP.	12/16/91	1/10/92
Sell Sheet (POS 62431)	We have to revise the current sell sheet to reflect the key chain addition.	12/16/91	1/10/92
Shipper Display (POS 62433)	Please see creative brief.	12/16/91	1/10/92
Poster (POS 62432)	" "	12/16/91	1/10/92
Tearpads (POS 62434)	" "	12/16/91	1/10/92
Media	" "	12/16/91	TBD

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Source: https://www.industrydocuments.ucsf.edu/docs/ntbn0004

Once you have had a chance to review and have any questions, please call me.

Sincerely,

Jocelyn Greenky
Promotion Services

cc: M. Antonoff
N. Parmet
B. Trach

BSB
S. Attias
D. Breen
M. Capone

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